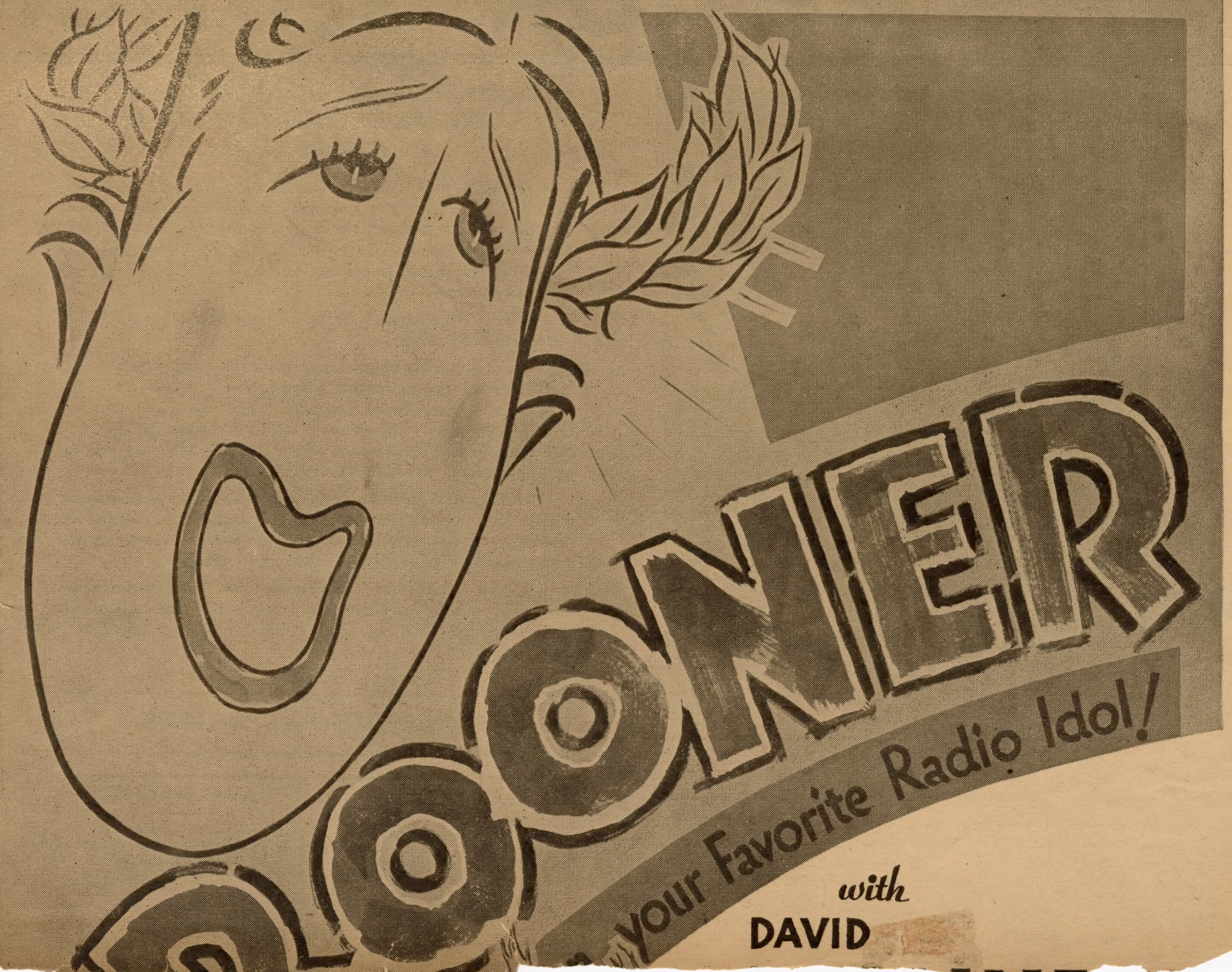
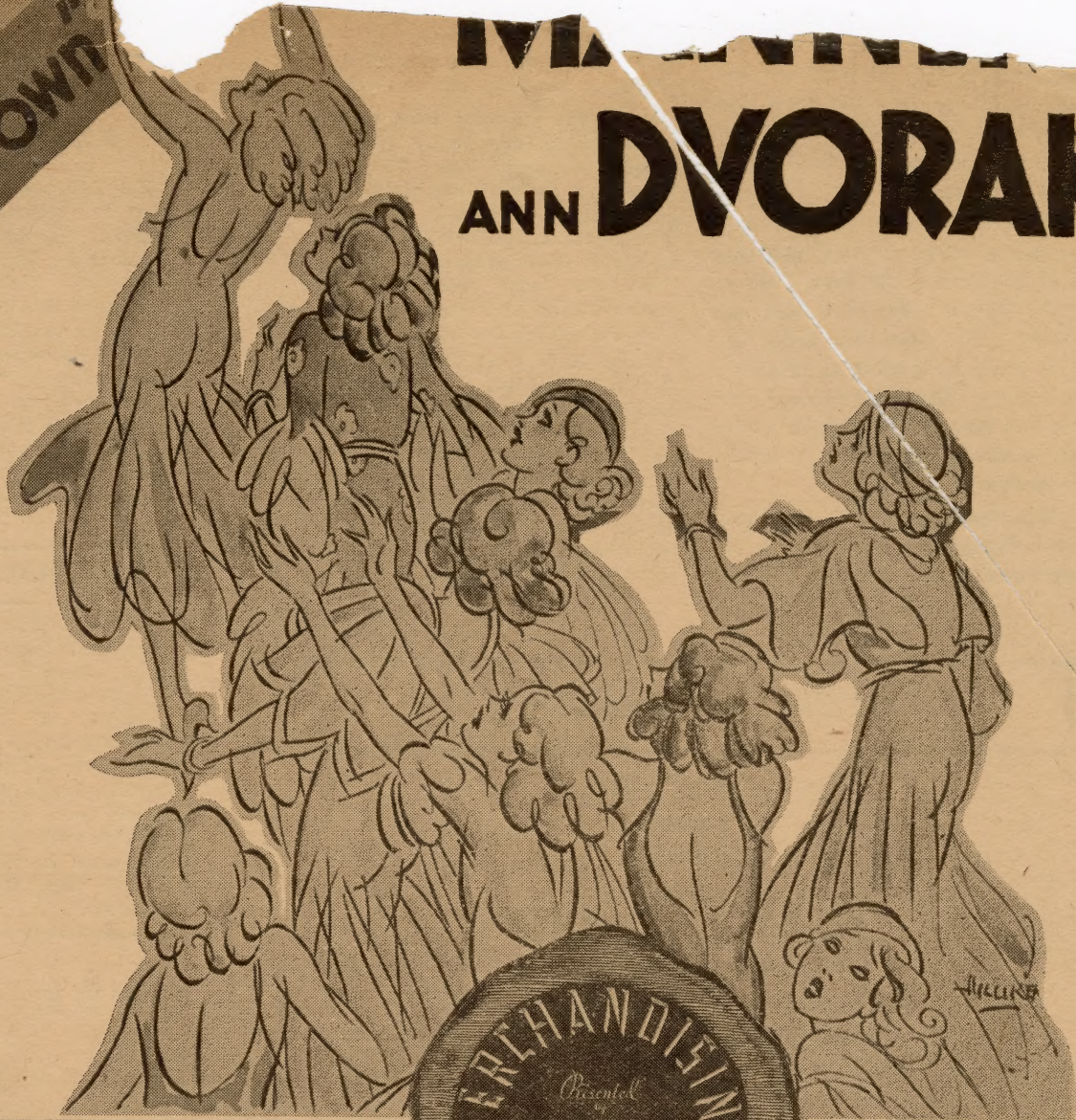




CROOMER

It's the Sensational "Low Down" with **DAVID** **ANN DVORAK**



Another **FIRST NATIONAL** Toplevel Hit!



INFORMATION SECTION



Ann Dvorak, as she appears in First National's "Crooner."

Cut No. 3 Cut 30c Mat 10c

THE STORY

Teddy and his college band have been trying to break in on Broadway without success. They are near starvation when given a chance for a try-out at the Golden Slipper Night Club. They prove an awful flop until a drunken dancer hands Teddy a megaphone and tells him

stories. He becomes ambitious to break into society and snubs Judy. She tells him he is a four-flusher and breaks with him.

Teddy becomes so up-stage he refuses to sing in dance tempo. The patrons of the Golden Slipper become angry and razz him. He loses

with the ladies. Meyers, the proprietor, seeing that the stunt has gone over, immediately signs the boys for a month. The band proves a big success.

Judy, Teddy's sweetheart, persuades a high powered publicity man to manage the boys. He refuses Meyers' offer of a new contract at five times the salary and gets Teddy an opening to croon over the radio. Again he is an instantaneous success after which Meyers gives him a contract at a tremendous figure.

The success goes to Teddy's head. He imagines he is a genius and swallows even his own publicity

money and winds up as a saxophone player in a cheap Harlem resort.

Peter, the publicity man, who is in love with Judy finally wins her promise to marry him. They are listening to the radio one night when a newspaper columnist announces their betrothal and at the same time mentions the downfall of Teddy. Peter sees Judy's reaction to the announcement and knows at once that she still loves Teddy.

Peter is to meet Judy the next day to be married. He arranges to have Teddy take his place at the tryst, and the two meet. The old love flames again. Their happiness is complete when they get a note from Peter wishing them luck and telling them that he thinks Teddy has learned his lesson and that he will put him over again.

OFFICIAL BILLING

First National Pictures, Inc.	5%
present	
"CROONER"	100%
with	
David Manners — Ann Dvorak	75%
Ken Murray — Guy Kibbee	25%
Directed by Lloyd Bacon	20%
A First National and Vitaphone Picture	40%

PRODUCTION STAFF

Story by	RIAN JAMES
Screen Play by	CHARLES KENYON
Directed by	LOYD BACON
Photography by	ROBERT KURRLE
Art Director	ROBERT HAAS
Film Editor	B. BRETHERTON

"CROONER" SALES ANGLES CAPITALIZE TREMENDOUS INTEREST IN RADIO IDOLS

"CROONER" offers you the opportunity to cash in on the tremendous vogue of radio crooners. Much has been written about them in the daily press. Controversies as to the merits and demerits of "Crooners" as entertainers, have been raging back and forth across the Continent.

SELL "Crooner" as the "Low Down" on YOUR Favorite Radio Idol.

In David Manners and Ann Dvorak, you have a fine pair of young screen lovers to sell. Ann Dvorak's work in "The Crowd Roars," "The Strange Love of Molly Louvain," "Scarface" and "Stranger in Town," have made her a fine box office bet. It will pay you to give her name prominent billing.

KEN MURRAY is very well known to radio audiences and vaudeville patrons. Although a newcomer to the screen, his reputation as a stellar radio star more than justifies your giving him a big plug.

SELL "Crooner" as being the first picture to actually expose crooners as they really are, although it is not based on the life or affairs of any particular person!

BIOGRAPHICAL BRIEFS

ANN DVORAK

Ann Dvorak crashed the movies by passing a screen test for "Scarface." Given feminine lead in "Sky Devils." Has been playing leading roles ever since. Her pictures include "The Crowd Roars," "The Strange Love of Molly Louvain," "Love Is a Racket," "Stranger in Town" and "Crooner." Born in New York City, daughter of Ann Lehr, a time stage and screen actor.

DAVID MANNERS

David Manners was born in Halifax, Nova Scotia. After graduation from the University of Toronto, he decided to try Broadway. Got his chance in "Dancing Mothers." Immediate success. Played with New York Theatre Guild for some time. Got a screen test and a part in "Journey's End." On screen in "The Last Days of Pompeii," "The Millionaire," "Dracula," "Man Wanted," "Stranger In Town" and "Crooner," playing the title role in the latter.

KEN MURRAY

Ken Murray . . . started on stage in vaudeville and musical comedy. Won fame as a radio entertainer for RKO. Then played in several pictures, including "Ladies of the Jury." Was making stage tour of country with Mary Brian when Warner Bros. engaged him for "Crooner." Born and educated in New York City. A writer as well as an actor. First book, "Foolin' Around" has just been published.

GUY KIBBEE

Guy Kibbee trouped the country in road shows for years. Finally landed on Broadway and made a tremendous hit in "The Torch Song." Called to the screen to play in "The Torch Song." His pictures include "Union Depot," "High Pressure," "Fireman, Save My Child," "The Mouthpiece," "Winner Take All," "Play Girl," "Taxi," "The Dark Horse" and "Crooner." Born in El Paso, Texas. Pet hobby is fishing.

SHEILA TERRY

Born in Warroad, Minnesota. Shortly afterward went to Toronto, Canada. Educated in Canadian branch of the Royal Academy of London. Early stage training in stock. Went to New York and made hit as lead in "The Little Racketeer." Her success won a screen test and contract with Warner Bros. Has had parts in "Week End Marriage," "Big City Blues" and "Crooner."

PLAY VITAPHONE SHORTS FOR A WELL-BALANCED PROGRAM

THE CAST

Teddy	DAVID MANNERS
Judy	ANN DVORAK
Peter	KEN MURRAY
Hat check girl	SHEILA TERRY
Pat	WILLIAM JANNEY
Henry	EDDIE NUGENT
Meyers	J. CARROLL NAISH
His secretary	BETTY GILLETTE
The drunk	GUY KIBBEE
Theatre manager	WILLIAM HALLIGAN
Mack	TEDDY JOYCE
Boy	SUMNER GETCHEL
Tom	CLARENCE NORSTRUM
Ralph	ALLEN VINCENT
Head waiter	WILLIAM RICCIARDI
Constance	CLAIRE DODD



David Manners, who plays the title role in First National's satire of Radio Romeos, "Crooner."

Cut No. 4 Cut 15c Mat 5c



David Manners and Ann Dvorak, as they are seen in First National's "Crooner." Supporting them in this satire of the Boop Boo Boo Bee Boys are Guy Kibbee, Ken Murray, Edward Nugent and Betty Gillette.

Cut No. 1 Cut 306 Mat 106

your 1st story

'Crooner,' Comedy Drama With Night Club Flavor

"Crooner," a First National picture, which opens at the Theatre next, is a delightful comedy drama, based on the lives and loves of popular entertainers at the glamorous night clubs.

David Manners, the polished actor who had the leading role opposite Kay Francis in "Man Wanted" and the juvenile lead in "Stranger in Town," has the title



ANN DVORAK
Cut No. 5
Cut 156 Mat 56

role being co-featured with Ann Dvorak, who will be remembered for her excellent work in "The Crowd Roars," "The Strange Love of Molly Louvain" and "Love Is a Racket."

They are supported by an unusually strong cast which includes such players as Ken Murray, Claire Dodd, Allen Vincent, Guy Kibbee, Sheila Terry, Edward Nugent, William Janney, Betty Gillette, J. Carroll Naish, Teddy Joyce, William Ricciardi and William Halligan.

The screen play by Charles Kenyon, is based on the story by Rian James, the popular author who wrote "Love Is a Racket" and other successful picture productions. It is a composite story of the incidents in the lives of America's most popular crooners and their struggles to win fame.

The theme treats of a modest young college boy, who has made such a success with his band in the university that he takes all the players with him in an effort to "break in" on Broadway. They find that they are entirely outclassed by the professionals and are about to give up when a drunken night club patron hands the band leader a megaphone to sing through. The novelty catches the popular fancy and the band wins fame over night.

Manners and Miss Dvorak both give brilliant performances, while Ken Murray, long famous as a radio entertainer, proves even more effective on the screen than the air. Claire Dodd rolls a pair of dangerous eyes as the society vamp while Guy Kibbee is inimitable as the jovial drunk.

your 2nd story

Director Bacon Pins New Sobriquet On Film Star

David Manners has ruined a perfectly good reputation of being the most gentlemanly player on the First National lot in North Hollywood. He is now known as the "Rough House Crooner," but it took a real tongue lashing by the director to make Manners "forget he was a gentleman."

His reputation was torn to shreds during the taking of a riot scene in a night club in "Crooner," a picture which opens at the Theatre next. Manners, in the title role, is so incensed by the razzing he gets from the club patrons that he goes berserk, leaps into the crowd and lets fly with his fists.

Director Lloyd Bacon retook the scene five times and still it was not realistic enough. He then lost his patience and in the frost cutting manner accused the cast of doing an Alphonse and Gaston act. It seemed the others were afraid to hit Manners and Manners was trying to be too much of a gentleman. Finally stung by the director's biting sarcasm Manners and other players lost their tempers and a real slug-ging match developed, in which one man had his nose broken, a woman was knocked down, while several others received black eyes and swollen faces. Lloyd Bacon grinned as he yelled "cut," and then addressing Manners as the "rough house crooner," he outlined the next scene.

The camera man was on the job and the scene appears as one of the sensational thrills in a picture filled with the gay revelries and the wild parties of big city night life. The story is replete with humorous incidents, Rian James, the author exposing unmercifully the vanities of a popular crooner.

According to Hollywood pre-viewers Ann Dvorak gives a glow-ingly romantic portrayal of the girl who is torn between her love for her college boy lover, David Manners, the crooner, who has gone "high hat," and that of his publicity promoter who worships her.

Ken Murray, as the worldly wise publicity man, Claire Dodd as a society flirt, and Guy Kibbee, a jovial drunk, are all excellent in their parts. Others in the cast include Allen Vincent, Edward Nugent, Sheila Terry, William Janney, Betty Gillette, Teddy Joyce, J. Carroll Naish, William Ricciardi and Wil-liam Halligan.

your 3rd story

Cast In "Crooner," Are Actors And Musicians

The cast for "Crooner," a First National picture, which opens at the Theatre tomorrow, was selected with great difficulty be-cause every one of the important players, with two exceptions, had to be excellent musicians as well as actors.

This is because the leading players are members of an orchestra who have to produce jazz tunes as well as enact their individual roles. It was originally intended to have a double for David Manners, who plays the title role, but as he proved to be the owner of a splendid crooner voice, the double was dispensed with.

The actors who play in the band are William Janney, cornet; Allen Vincent, first violin; Teddy Joyce, second violin; Edward Nugent, trap drums; Clarence Nordstrom, piano; Will Morgan, cello; John Harron and Sumner Getchel, horns.

"Crooner" is a gay story of night club life with a thrilling romance, in which Ann Dvorak, in the lead-ing feminine role, sets the mascu-line hearts aflutter. The picture is also full of pungent humor, as the author, Rian James, takes a fling at the inordinate conceit of public en-tertainers. Others in the cast in-clude Ken Murray, Claire Dodd, Guy Kibbee, Sheila Terry, Betty Gillette, J. Carroll Naish, William Ricciardi and William Halligan. The picture was directed by Lloyd Bacon.

your 4th story

Ann Dvorak, The "Find" Of Current Screen Year

Ann Dvorak, the popular pretty brunette who is co-featured with David Manners in "Crooner," a First National picture, which will begin a days showing at the Theatre next, has had a spectacular rise to fame in pictures. She is the "find" of the current screen season.

Graduating from high school at fifteen (she is now only 19), she did her best to crash the motion picture gates, without success for some time. She finally managed to get a part in the chorus of the Hollywood Revue and did stage work for nearly two years.

Then she made a test for a part in "Scarface." She passed it with flying colors and did so well she was immediately given a leading role in another picture. Within six months, in rapid succession, she played the leading feminine roles in "The Crowd Roars" opposite James Cagney, "The Strange Love of Molly Louvain," in which she was co-fea-tured with Lee Tracy, "Love Is A Racket" opposite Doug. Fairbanks, Jr. and "Stranger In Town," with Chic Sale and her latest picture, "Crooner."

She herself says that any girl with talent and a fair amount of good looks can win out in the movies if she is persistent enough. The toughest part is getting the first opportunity, she declares, but after that the chances are wide open to the girl with talent.

In "Crooner" she plays the part of a girl who is torn between her love of an old sweetheart who has be-come so impossible because of his success that his vanity is revolting, and that of a worldly wise man about town who worships her.

David Manners takes the title role and excites many laughs at his own expense by taking the hero worship of women seriously.

The story, from the pen of Rian James, the well known author, pokes unmitigated fun at the vanity of popular heroes.

your 5th story

"Crooner" Pokes Fun At Singers And Night Clubs

The gayety and glamor of night clubs with their wild and hilarious festivities, form the settings for "Crooner," a sparkling comedy drama with unusual screen enter-tainment which opens at the Theatre next.

Several gay and glittering night clubs, including the "Golden Slip-per" are shown in the picture, pat-terned after the famous cafes of Broadway. Here you find the cos-mopolitan throngs on pleasure bent, making merry with each other, razzing the orchestra and singers, always ready for a frolic, or for a free for all battle, as the mood strikes them.

The story pokes unrestrained fun at our famous crooners who are so overwhelmed at their sudden rise to success that they become unbear-able to all. David Manners, who takes the title role, gives an excel-lent portrayal of a crooning college youth whose modesty turns to con-ceit when success comes to him. Then imbued with the idea that he is a genius, he "high hats" all his erstwhile friends.

Ann Dvorak is charming as the sweetheart of other days who is not good enough for the idol of the pub-lic.

Ken Murray as the rival for her hand, proves as excellent a screen entertainer as he has been on the stage and radio, while Claire Dodd makes a seductive society vamp. Guy Kibbee adds an infinite amount of humor as a festive drunk.

Others in the cast include such well known players as Allen Vin-cent, Edward Nugent, Sheila Terry, William Janney, Betty Gillette, J. Carroll Naish, Teddy Joyce, Wil-liam Ricciardi and William Halligan.

Rian James, author of "Love Is A Racket" and many other screen plays, gives a vivid picture of night club life, its gay throngs of pleasure seekers and its favorite entertainers, at the same time presenting a de-lightful romance, with an ironical slant at the hero worship of popu-lar idols. It is a First National picture directed by Lloyd Bacon.



Ann Dvorak whose popularity is increasing daily. Her role in "Crooner" will undoubtedly earn her another large contingent of followers.

Cut No. 2 Cut 156 Mat 56

CURRENT PUBLICITY STORIES

REVIEW

"Crooner," A Riot Of Fun, Puts Warblers On Spot

Almost every profession you can think of has, at one time or other, been put "on the pan" by the movies. Last night, for the first time, the crooner sat naked, stripped of all glamour, in the satirical Hollywood spotlight, while a delighted audience attending the premiere of "Crooner" at the Theatre laughed and



DAVID MANNERS
Cut No. 6
Cut 15c Mat 5c

Certainly, Rian James who columns Broadway nightlife events for the Brooklyn Daily Eagle, "spilled the beans" when he penned "Crooner." It is merciless to the nth degree and takes you behind the scenes of night clubs and radio stations.

"Crooner" presents a splendid new team of players, David Manners and Ann Dvorak, Hollywood 1932 sensation. It is true both are well known on the screen for their individual work. They also played together as juvenile lead and ingenue in "Stranger In Town," but this is the first time they have been co-fea-

ture. Manners takes as his theme the exaggerated ego of professional entertainers, with special emphasis on crooners. It is said to be a composite story of the lives and loves of several of the foremost radio and night club performers.

The story deals with the conceit of a youth who has accidentally been sky-rocketed to fame as a crooner in a night club. It's tough on the crooner, but the theme afforded much delight and amusement to the audience.

The plot centers around a college youth, whose success has gone to his head, and his sweetheart who tries in vain to make him keep his feet on the ground. From a rather likeable youth he turns into a snob who acquires society aspirations, and "high-hats" the world and his sweetheart.

He has a rude awakening, however, when his egotism causes him to lose popular favor, and with it his job. A lively underlying romance, with both the crooner and his publicity promoter being in love with the same girl, affords genuine tugs at the heart-strings.

Manners enacts his role splendidly and sings very acceptably. Miss Dvorak adds additional histrionic laurels, as the level-headed girl from the old college town, who does everything in her power to help her sweetheart to succeed.

Although Ken Murray, well known radio and vaudeville entertainer, is new to the screen, his work shows his thorough stage training, and he enacts the role of the hard boiled publicity promoter with exceptional ability.

Claire Dodd, a Broadway favorite, is excellent as the seductive society vamp. Guy Kibbee instills a load of fun into the piece by his antics as a happy-go-lucky night club drunk.

Others in the cast who do notable work include Allen Vincent, Edward Nugent, Sheila Terry, William Janney, Betty Gillette, J. Carroll Naish, Teddy Joyce, William Ricciardi and William Halligan. The picture has been capably directed by Lloyd Bacon.

Opening Day Story

"Crooner," Opens Today At Theatre

Gay parties and thrilling action in city night clubs will be seen today in "Crooner," which begins a engagement at the Theatre.

David Manners and Ann Dvorak, who made such an excellent team as the lovers in "Stranger in Town," will again be seen as the leading players in this picture. Manners, who plays the title role, is said to give an excellent performance as the crooner who leaps to fame over night and becomes so impressed with his accidental success that he imagines he is a genius. Miss Dvorak gives a fascinating performance as his college sweetheart.

Ken Murray, famous as a radio entertainer, proves to be just as entertaining on the screen, as a high pressure publicity manager, while Claire Dodd, a Broadway favorite, sets the heart aflutter as a society vamp. Guy Kibbee contributes barrels of fun as a jovial drunk in a night club.

The theme is said to be a composite story of the lives of famous crooners and takes a satirical jab at the vanities of professional entertainers. It is gay and jazzy, a revelation of the wild hysteria of night club life, although it carries a serious vein of delightful romance. It abounds with humorous sequences and exciting action, interspersed with sparkling dialogue from the pen of the well known author and columnist, Rian James.

There is an unusually strong cast, which besides the leads, includes such well known players as Allen Vincent, Edward Nugent, Sheila Terry, William Janney, Betty Gillette, J. Carroll Naish, Teddy Joyce, William Ricciardi and William Halligan. It was directed by Lloyd Bacon, who handled "Fireman, Save My Child," "Miss Pinkerton" and other successful First National productions.

1st day of run

"Brains More Valuable Than Beauty In Films"

Brains count for far more than beauty in a girl's struggle for success in motion pictures, according to Ann Dvorak, accorded by Hollywood the title of the "Find of 1932," who takes the leading role in First National's "Crooner," a comedy drama which is now being featured at the Theatre.

"If a girl has beauty, so much the better. But if you have to choose, it is the brains that get you to the top. A girl with beauty alone may never get anywhere. The streets are full of them. But if a girl has fairly good features, backed by brains and persistence, she can go far. There are some accidents, but most of the successes in Hollywood come from intelligence and hard work, plus determination to succeed. Pull may get you your first role, but after that, you've got to have the ability to continue. Fans never recognize pull."

In "Crooner," Miss Dvorak enacts the role of the sweetheart of a boy who becomes famous overnight as a crooner, and then gets so up-stage he "high hats" her. The crooner is played by David Manners, whose unrivaled vanity elicits many laughs at his expense.

Other members of the cast include Ken Murray, Claire Dodd, Guy Kibbee, Allen Vincent, Edward Nugent, Sheila Terry, William Janney, Betty Gillette, J. Carroll Naish, William Ricciardi and William Halligan. The story is a glamorous portrayal of night club life with scintillating satire from the pen of Rian James. It was directed by Lloyd Bacon.

2nd day of run

Ann Dvorak Tells Why Most Men Hate Crooners

Why all men hate crooning and crooners, while women go into ecstasies over them? This is a question causing an inordinate amount of discussion over this form of entertainment at the night clubs.

Ann Dvorak, Hollywood's latest sensation who plays the leading feminine role in "Crooner," a First National picture, which is now showing at the Theatre, asserts that she believes the underlying reason is jealousy.

"No man will admit this, naturally," she said. "He may not even know this is his real feeling, but it stands to reason that when he takes a young lady out to dinner, he wants her to pay some attention to himself and not give it all to a public entertainer. Furthermore a crooner's songs are invariably directed at reaching the romantically inclined lady friend."

In the picture the crooner is so affected by the flattery of women that he imagines he is a genius endowed with a divine gift. His conceit becomes so impossible that he is unbearable even to his friends, in the picture, but immensely to the amusement and entertainment of the movie audience. The theme carries a glowing romance set in the glittering atmosphere of big city night clubs, with David Manners playing the title role.

Others in the cast include Ken Murray, Guy Kibbee, Claire Dodd, Allen Vincent, Edward Nugent, Sheila Terry, William Janney, Betty Gillette, J. Carroll Naish, Teddy Joyce, William Ricciardi and William Halligan. The story was written by Rian James and Lloyd Bacon directed.

3rd day of run

David Manners Applies For Citizenship Papers

David Manners, who plays the title role in "Crooner," a First National production which is the current attraction at the Theatre, recently got mixed up with the immigration authorities, and is now straightening out the tangle in Washington.

Manners was born in Halifax, N.S., of English descent, but came to this country when he was four years old. Recently, he applied for citizenship papers and it was found that his parents had neglected to register him. This caused an investigation, after which he was informed he could file his papers as soon as the legal red tape had been unraveled.

The young actor, who comes from the old English family, of which Lady Diana Manners is a member, and is one of the most polished players on the screen, does his best screen work in "Crooner." He is co-featured with Ann Dvorak, a pretty brunette who is recognized by Hollywood as the screen sensation of the year.

The story is a fascinating comedy romance set in the glittering atmosphere of the big city night clubs, and big time conceited entertainers. It is also filled with thrilling episodes and humorous sequences that border on the hysterical. Among other prominent players in the cast are Ken Murray, Guy Kibbee, Claire Dodd, Allen Vincent, Sheila Terry and Betty Gillette. It was directed by Lloyd Bacon.

4th day of run

Radio Entertainer Makes Film Debut In "Crooner"

Ken Murray, long one of the favorite radio and stage entertainers, won a role in "Crooner," a First National picture which is now showing at the Theatre, because Director Lloyd Bacon liked his voice over the air.

When the casting department was selecting players for the picture, there was no one available at the time of just the right type to take the part of the hard boiled publicity man, which is the most important role in the production with the exception of the leads played by David Manners and Ann Dvorak, Hollywood's latest sensation.

Mr. Bacon suggested that Mr. Murray be called. He had never seen him, but he was his favorite radio entertainer. Murray was given the once over and Lloyd Bacon directed his screen test. The fact that he landed such an important role in "Crooner," for his screen debut, speaks eloquently of the impression Ken Murray made upon the director.

"Crooner" is a sparkling romance which deals with the exaggerated ego of a professional entertainer, laid against a vivid background of the gay night clubs of a big city. It was written by the well known author, Rian James.

Other prominent members of the cast include Guy Kibbee, Claire Dodd, Allen Vincent, Edward Nugent, Sheila Terry, William Janney and Betty Gillette.

5th day of run

Dvorak - Manners Again Co-Featured In "Crooner"

David Manners and Ann Dvorak, who are co-featured in "Crooner," a First National picture now playing at the Theatre, are playing opposite each other for the second time. The two were cast together for the juvenile and ingenue roles in "Stranger in Town," and made such a hit as the young lovers that it was immediately decided to co-feature them in "Crooner."

In this picture they again play the part of sweethearts, and although the course of love runs anything but smooth, it is delightful romance spiced by the battle of rival suitors for the girl's favor.

Mr. Manners plays the title role of a young college boy who makes an accidental hit as a crooner on Broadway when a drunk hands him a megaphone to sing through. The fancy of the public is struck by the novelty, but the youth begins to believe himself a genius and "high hats" every one, including his sweetheart, played by Ann Dvorak.

David Manners is said to give an excellent performance as the crooner. According to advance reports from Hollywood, his egotistical performances both on the stage and in private life provoke many a laugh. Miss Dvorak is charming as the college girl sweetheart, who loves her man but is sickened by his unbearable vanity.

Ken Murray gives a strong characterization of the man about town who breaks and makes stars, as a publicity promoter, and Claire Dodd is delicious as a seductive society vamp. Guy Kibbee adds much to the rich humor of the piece by his antics as the jovial drunk who rockets the crooner to fame by handing him a megaphone.

Besides unusual love interest and delightful humor, the story presents the glamorous side of night club life. It was written by Rian James, author of "Love Is A Racket" and numerous other screen productions. Lloyd Bacon directed.

ADS THAT WILL START A WAVE OF DISCUSSION

here's the inside story
of a radio romeo...

... the sizzling low-
down on the male
canary whose songs
make ten million
women weaken — !
What is he? How is
he? Why is he? ...
BOY, will you be
surprised!

how it tickles!

Are you
listenin',
huh? IT'S
A RIOT!

with

ANN DVORAK
DAVID MANNERS
KEN MURRAY
GUY KIBBEE

A rootin' tootin'
First National Hit.

STARTS TODAY
STRAND

Cut No. 8 Cut 40c Mat 10c

NO RADIO FAN SHOULD MISS IT!

Can fifty million love-struck
women be wrong? Are the
radio crooners Don Juans or
dopes? Here's the naked
TRUTH about them! —



STRAND

Cut No. 20 Cut 40c Mat 10c

he wrecks
happy homes..

... by special permission of the
copyright owners! This Casanova
of the air waves has caused more
domestic entanglements than all
the movie stars put together. Now
get a peek at his private life!

No radio fan can af-
ford to miss First
National's expose of
the ether boys!



with ANN DVORAK, DAVID
MANNERS, KEN MURRAY,
GUY KIBBEE

NOW PLAYING
STRAND

Cut No. 16 Cut 40c Mat 10c

he was the rage on the ether....
but ether to all husbands in a
rage!

... when this mas-
culine soprano hit
high "C"—husbands
hit the ceiling and
female hearts went
boopa-doopa!



First National's in-
timate expose of the
radio romeos! With
ANN DVORAK
DAVID MANNERS
KEN MURRAY

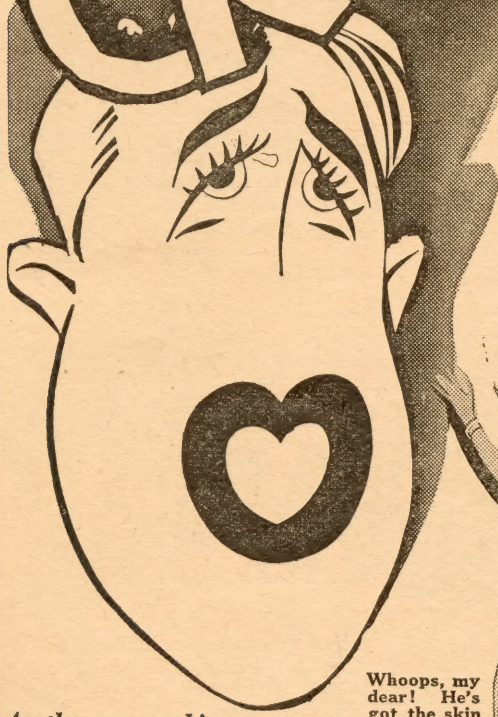
NOW!

STRAND

Cut No. 17 Cut 40c Mat 10c

the south gave us dixie
and radio
heaven sent the sunshine...
invented-

"CROONER"



AT LAST! HOLLYWOOD GIVES YOU THE REAL TRUTH ABOUT THE MALE CANARIES!

What are they really like? What kind of lovers do they make? Do they fall for blondes or brunettes? Are they he-men or heliotropes? This picture tells everything you want to know about your favorite radio star! *Will you be surprised!*

with
ANN DVORAK
DAVID MANNERS
KEN MURRAY, GUY KIBBEE



Whoops, my dear! He's got the skin you'd love to clutch!

Another great hit from First National

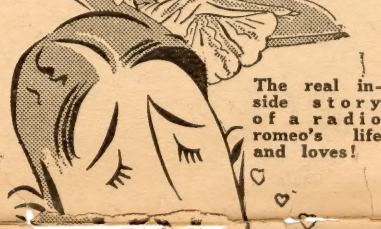
OPENS TODAY
STRAND

Cut No. 19 Cut 60c Mat 15c

CORKING "CROONER"

It's the Inside Story of the Rise and Fall of You
He Put the Sex Appeal in a Megaphone and
The Inside Story of the Life and Loves of A
Hollywood Gives You the Real Truth About
Can 50 Million Love-Struck Women Be Wro
It's the Inside Story of a Radio Romeo Who
The Inside Story of a Masculine Soprano W
The Bird Who Broke Up Happy Homes by S
A Radio Star Who Wrapped Himself in Cellop
Women Went Wild About This Radio Romeo
The Romeo of Tunes Who Makes His Living
He Turned a Nation of Husbands and Sweethe
Women Raved About Him and Husbands Ra
What Happened When a Radio Idol's Head I

he wrecks happy homes
by special permission of the
copyright owners!



The real inside story of a radio romeo's life and loves!

First National's uproarious comedy hit with
Ann Dvorak
David Manners
Ken Murray

STRAND

Cut No. 15 Cut 20c Mat 5c

a megaphone made him wh



Learn the naked truth about that famous radio idol! Whoops!



with

DAVID MANNERS
ANN DVORAK
KEN MURRAY
GUY KIBBEE
A First National Hit

STRAND

Cut No. 7 Cut 20c

he's just a
vagabond loafer!

... here's the real "inside" on radio's most popular species — the CROONERS! ... The guys who can dish it out over the air waves, but can't "take it" in a love nest!

a megaphone!
a microphone!
and mush!



with Ann Dvorak,
David Manners, Ken Murray.

NOW PLAYING
STRAND

A FIRST NATIONAL PICTURE

Cut No. 12 Cut 40c Mat 20c

The Truth About That Radio Romeo!



LAST 2 DAYS

STRAND

Cut No. 14 Cut 20c Mat 5c

THE TRUTH AT LAST!

— the actual inside story of the bimbo who put sex-appeal in a megaphone — and fell in love with himself!



A FIRST NATIONAL HIT with ANN

Cut No. 9 Cut 40c

ER" CATCHLINES

our Favorite Radio Idol.
 Fell in Love With Himself.
 Famous Radio Idol.
 the Male Canaries.
 ong?
 Alienated His Own Affections.
 Was all the Rage on the Air.
 Special Permission of the Copyright Owners.
 hane to Protect the Skin You Love to Touch.
 Who Fell in Love With Himself.
 Making Love.
 hearts Against Him.
 ged Against Him.
 Began to Swell.

What he is
 today!



oc Mat 5c

STRAND



the low-
 down on
 the radio
 romeos!



He fell in love
 with himself,
 the dope!

A First National Hit
 with ANN DVORAK,
 DAVID MANNERS,
 KEN MURRAY

Cut No. 13 Cut 20c Mat 5c

STRAND



DVORAK • DAVID MANNERS

oc Mat 10c

STRAND



A FIRST NATIONAL HIT with
 ANN DVORAK—DAVID MANNERS

Cut No. 10 Cut 20c Mat 5c

she fell in love with a radio romeo!

CROONER

The sad, sad story of
 a girl who actually
 fell for one of those
 mega-phonies in the
 FLESH! He had
 plenty of hot-cha with
 a microphone, but he
 couldn't hit High "C"
 in a love duet!

EVERY RADIO FAN
 MUST SEE IT!!

First National's howl-
 ing low-down on the
 Casanovas of the air
 waves! with
 ANN DVORAK
 DAVID MANNERS
 KEN MURRAY

STARTS TOMORROW
STRAND

Cut No. 18 Cut 60c Mat 15c

The ads gotten up for this advertising cam-
 paign, contain the most striking creative art
 work. Not only do they successfully catch and
 sell the spirit of the picture, but they are so dis-
 tinctive, that they will stand out like a
 afire on any page, jammed with motion picture
 advertisements.

he put sex appeal into a megaphone!



women are wild about
 his boopa-boop

made lotharios out
 of lumberjacks

babies cry for him

Has America gone
 nerts? Here's the
 real low-down on
 the radio boys
 who've given ten
 million women
 heart-trouble and
 ten million men a
 pain in the neck!

STARTS FRIDAY
STRAND

First National's Ace Comedy Ro-
 mance with DAVID MANNERS,
 ANN DVORAK, KEN MURRAY.

Cut No. 11 Cut 40c Mat 10c

NEWS FEATURES

CURRENT SATURDAY OR SUNDAY FEATURE

Noisy Kisses Tabooed In "Crooner" By Director

Did you ever hear any of the famous "It" girls make a smacking sound with their lips when kissing in an impassioned love scene on the screen?

If you did, it was a mistake, at least as far as Warner Bros.-First National pictures are concerned. For the sound has been taken out of kisses at that studio. The "smack" is banned.

Director Lloyd Bacon put the ruling into effect while working on "Crooner" at the Warner Bros. studios. In one of the scenes David Manners and Ann Dvorak, the two featured players, go into a "clinch."

Manners' lips slipped and there was a resounding smack.

"Take it over and cut out the sounds," said Bacon.

"I never allow the sound of a kiss in any of my pictures," continued the director. "We guard against it carefully. It is not permitted anywhere on the lot. Frequently I have to make retakes to take the sound out and even then sometimes a slight noise creeps in. If we hear it at all we paint it out on the sound track so that it is perfectly silent."

Directors have learned by experience that it is not safe to take a chance on sound. For some psychological reason love making is only sacred to lovers. To the rest of the world it is a laugh.

"A crowd will razz a pair of spooners caught on a park bench," declared Mr. Bacon. "If lovers spoon in an automobile, some one is sure to turn a spot light on them. The same thing goes in pictures. I have seen some of the finest dramatic scenes and tenderest moments in a picture ruined because you could hear the kiss. Someone in the audience repeats it. Others take it up and you hear it all over the house. Girls giggle and the scene is dead."

"Even without sound spectators can hear a love scene. You have no idea how carefully a love scene must be built up. It is necessary to work it up gradually to a climax. If it doesn't seem natural, or if it is the slightest bit exaggerated, it is almost sure to bring a laugh."

"Love scenes may seem simple,

but it is one of the hardest directorial tasks to make them effective. Slap stick comedy sound kisses will go because you are striving for a laugh, but even then it is likely to be the wrong kind of a laugh. It is more a laugh of derision than a laugh in sympathy with the scene. In dramatic pictures the sound is poison."

Reminded that radio officials were trying to reproduce the sound of a kiss over the air, he said:

"I never heard a kiss on the air but I am convinced that the effect would be just the same. But of course there is no other way to get over a kiss scene on the radio. In pictures you can see it, but on the air the only alternative would be to tell about it, which would be just as bad."

"Radio performers can't get any audience reaction as they do in pictures unless someone writes in about it. I think it might be a wise policy to profit by the experience of picture producers and eliminate the sound."

The silent kiss will be seen, not heard, in "Crooner," a highly spiced First National romance of night club life in which Rian James, the author, derides the exaggerated ego of professional crooners, much to the amusement and entertainment of spectators at the

Theatre, where it is now showing. Other members of the cast include Ken Murray, Guy Kibbee, Claire Dodd, Allen Vincent, Edward Nugent, Sheila Terry, William Janney, Betty Gillette, J. Carroll Naish, Teddy Joyce, William Ricciardi and William Halligan.

ADVANCE SATURDAY OR SUNDAY FEATURE

Ann Dvorak's Talents Not Limited to Movie Work

Ann Dvorak, motion picture actress, was born with ten talents according to her mother, Ann Lehr, former stage and screen star. And they're not hidden under a bushel.

Ann, herself, just laughed.

"Divide it by two and subtract the remainder," she said, "Sounds like 'how old is Ann?', doesn't it?"

But she had to admit to six, five besides her vocation of working for the movies. For she was caught with the goods. Her other talents are also recorded in the "talkies."

They are writing verse, setting the verses to music, playing the music on the piano, singing the words and dancing.

Although only nineteen years of age, she has written many ballads, and what is more she gets them published. This too, without ever having taken a lesson in music, or having studied the metrical form of verse writing.

"I don't know how I do it," she said. "It just seems to come natural. I really don't know a dithyramb from Ionic hexameter, but I think I must have a sort of feeling for rhythm. My verses may not scan, but they seem to flow. At least enough for the publishers to take them."

"Neither have I had any music lessons. I play entirely by ear and pick the notes out on the piano. Ever since I was a baby I have been interested in music. I used to slip into the drawing room and run over the keys when I was only three years old. At first I picked the notes out with one finger. But after years of playing I managed to put all my fingers to work."

"Sometimes I got those fingers paddled for I would forget to wash them and leave finger prints of jam all over the keys. In composing I still use one finger. I

work entirely by ear in this also. I keep trying out notes until I get what I want. Then I go over them until I have the whole thing memorized. Not till then do I put the music on paper."

She has written scores of ballads, but four are quite well known and two of them have been used in pictures. Her latest is "A Pair of Arms." She not only wrote the verses but set them to music.

A second ballad was used in the picture, "The Strange Love of Molly Louvain," in which she played the leading role with Lee Tracy. It is "The Gold Digger Lady." The other two best known songs from her pen are "Nothing to Do" and "A Kiss From You."

Miss Dvorak is co-featured with David Manners in "Crooner," a delightful first National comedy drama which will be shown at the Theatre next. The story by Rian James takes a satirical fling at the inordinate vanity of professional crooners and is set in the glittering atmosphere of city night clubs.

There is an excellent supporting cast which includes Ken Murray, Guy Kibbee, Claire Dodd, Allen Vincent, Edward Nugent, Sheila Terry, William Janney, Betty Gillette, J. Carroll Naish, Teddy Joyce, William Ricciardi and William Halligan. It was directed by Lloyd Bacon.

ADVANCE FASHION FEATURE

Gay Prints Predominate New Hollywood Fashions

Plaids! Stripes! Polka dots!

Seldom before has a style trend been so plainly indicated, with these gay prints unmistakably land-marking the fashion horizon both in the every day world, and that shown on the silvery screen via motion pictures.

When "Crooner," the First National picture, comes to the Theatre, feminine theatre-goers will get a splendid idea of the newest styles. The picture features David Manners and Ann Dvorak, and the talented young actress wears an array of beautiful frocks that show, like a veritable signpost to fashion, plaids, stripes and polka dots.

Playing the part of a young business girl herself, Ann personally supervised the selection of clothes that will be of interest to every other girl who must stress the day-time costume in a wardrobe that must still be suitable for the varied occasion. Suits, therefore, play a large part in the style parade of "Crooner" — but such suits! For the first time, the woman in the audience will realize that a suit does not consist simply of a jacket and skirt, but of a great deal more, with ample opportunity for the display of real imagination.

There is, for instance, the suit of navy blue pebble crepe, polka dotted in white not quite the size of a dime. Its blouse is white, tucked diagonally in all directions from the edge of the collarless, high, round neck, and it is sleeveless. But most intriguing of all, there is a red scarf, and a high girdle, red also and tied Spanish fashion, of that sheer new soft material, Crepe Roma. Worn with a shallow-crowned, almost flat hat of stitched red silk, and other accessories in harmony, it makes an outfit that is, to say the least, arresting.

For days that are a wee bit cooler, Ann Dvorak selected a suit of navy

again, but this time in lightweight wool flecked at intervals with silk embroidery in the form of small white crosses. The dress, for this time the blouse and skirt are one, has a scarf collar of shiny white cire ribbon, from which the bow is held in place by a wool strap fastened down with a silver button. Tightly belted, this frock has long tight sleeves, showing through the armholes of a jacket that has two short sleeve capes which thus become superimposed over the long ones. Worn alone, it gives the appearance of a simple office dress; with the jacket, it becomes a suit that can go places with the gayest.

More tailored, however, is Ann's gray suit of wool tweed, severely cut and mannish in its cutaway style, except for the saving femininity of the blouse. This is of silk in plaid of blue and gray, while the accessories, also in gray, include a tiny hat in the same tweed material as the suit.

Something new, in the way of a three-quarter length coat and dress ensemble, was originated when Orry Kelly, Warner Brothers designer, created for her a costume of plaid wool combined with navy blue pebble crepe. The dress, of the crepe, has two front pockets trimmed with piping of the plaid, which extends on down to the hem, and a guimpe of white pique, while the coat is all plaid, in shades of red, tan, yellow and black.

ADVANCE SHORTS CURRENT

Ann Dvorak Sells Story

Ann Dvorak, who is co-featured with David Manners in "Crooner," a First National picture now at the Theatre, has just sold a series of articles on motion pictures to a Los Angeles publishing house. She submitted but one manuscript, "After the Break," with an outline of the others, and the entire series was purchased. The first article discusses the opportunity of a girl for advancement after she has made her first picture. Her contention is that it is excellent, and dependent entirely on her own brains. The hardest part, she says, is to get the first opportunity.

Silent Kiss Not For Ann

Ann Dvorak nearly disrupted a production company while working in "Crooner" at the Warner Bros.-First National studios. David Manners, co-featured with her, let his lips slip in a love scene and kissed Miss Dvorak with a "smack." Director Lloyd Bacon chided them for the noisy kiss and laid down the law that all movie kisses must be silent. Miss Dvorak, who writes verse and sets it to music, immediately wrote a lyric which ended in a soulful smack. The air was so catchy, everyone on the lot had soon taken up the refrain and smacking lips could be heard everywhere. "Crooner," a highly spiced drama of night club life, with a satirical fling at the exaggerated ego of that particular entertainer, comes to the Theatre next for a day run.

David Manners Off Twins

David Manners, co-featured with Ann Dvorak in "Crooner," a First National picture opening at the Theatre next, has an anti-twin complex. When living in New Rochelle, New York, he was in love with a twin named Beatrice. They looked so much alike, however, he never felt quite sure whether he was with Beatrice or her sister Kathleen. One night he invited Beatrice to go to the movies, but Kathleen, having been more in love with Manners than Beatrice, persuaded her sister to let her take her place. Manners says he had a perfectly gorgeous time until Kathleen told him the truth. Now he swears twins are full of duplicity and is off of them for life.

Ann Dvorak In "Crooner"

Ann Dvorak, who is co-featured with David Manners in "Crooner," claims to have worked in more productions in a given length of time than any other star or featured player, having played the feminine lead in five pictures in five months. These include, besides "Crooner," "The Crowd Roars," "The Strange Love of Molly Louvain," "The Love Racket" and "Stranger in Town." "Crooner," which will be shown at the Theatre on, is a sparkling comedy drama of night club life which pokes satirical fun at the vanity of public entertainers. It is a First National picture directed by Lloyd Bacon.

EXPLOITATION

Street Ballyhoo

1. Girls in blue double-breasted and white coats carry megaphones and banners on which is printed picture and name of the picture and in addition, have on their backs a portable victrola which can play a record of "Three's A Crowd" and "Sweethearts Forever" before making announcements to the public. The songs can be heard at the theatre, sung in "Crooner," based on the real life story of a radio star.

2. Build an enormous megaphone of cardboard, lettering play date and picture information on it. Have two men dressed in the crooner costume suggested above carry the megaphone.

3. Dress a man up in the crooner costume and send him through the streets to croon. Banner him to the effect that "I am a crooner—women love me—men hate me—you can see what happens to crooners at the Strand Theatre where David Manners is playing in 'Crooner.'" If the man will not "sissy," so much the better for the ballyhoo.

4. See if you can get an enormous straw hat of the type used for window display purposes. Have a man carry it around with a banner reading "What crooner needs a hat like this to fit his head? Learn all about it from 'Crooner' at the Strand."

5. Truck ballyhoo — put a small band on a truck, each member dressed in blue coats and white trousers. Have them play the numbers from "Crooner" — "Three's A Crowd" and "Sweethearts Forever" while one of them sings to the public.

importance of cooperation between theatre and radio station to the program director and show him the value of a weekly picture review by citing the following facts. He is reaching the vast army of radio fans who want good entertainment; the station builds prestige and insures listeners. To secure even more willing cooperation from the radio station, plant the idea in the commercial department to sell the picture review program to a sponsor.

The picture review idea has been tested and found successful in such spots as Dayton, Ohio where Bill Keves, operator of the Victoria, began a weekly series and reaped a harvest in publicity and patronage.

Best Jokes

Offer passes as prizes to the people submitting jokes about crooners which the newspaper finds suitable to use. Have this "Crooner Joke" section run for a week in advance of the showing and during the run. If the jokes are on individual stars, run photos of them with the jokes, securing them from the newspaper files or radio stations.

Store Displays

Secure window display space in sheet music and record stores, radio and phonograph stores, musical instrument stores, piano studios, as well as general merchandise and specialty stores. Use the music store tie-up posters illustrated herewith, as well as streamers and title-pages of the songs, for the music and record stores (see explanation on music tie-ups in this section.) Use plenty of "Crooner" stills in the windows, in addition to ad and catchline copy on placards and sprinkling of megaphones with copy on them.

Streamers and Title-Pages

Streamers and title-pages in sufficient quantities to answer the tie-up needs of your local music stores will be sent you gratis if you will notify the publishers, M. Witmark & Sons, in sufficient time to permit advance display on the songs. In ordering streamers and title-pages, write the publishers and tell them with what music stores you expect to tie-up.

Write to
M. WITMARK & SONS
1657 BROADWAY
NEW YORK CITY

Crooner Sketches

Co-operate with either your newspaper or your radio station on this idea. Invite contestants to write their impression of any one of the foremost radio crooners. Material in essays should consist of what they believe his habits to be, what he wears, his hobbies, what he's interested in, etc. Prizes to be awarded on basis of originality of presentation. If you prefer, contest can be varied by offering prizes for the best caricature of a popular crooner and one of David Manners, who plays the title role. Offer passes as prizes.

For Controversy

Using questions as suggested in the "Inquiring Reporter" stunt, stir up a controversy among radio listeners and newspaper readers on the pros and cons of crooning. Run letters in the papers and special stories on crooners and crooning. Use the news files, going back to the storm of argument aroused not so long ago by a prominent churchman who said crooners weren't singers, etc. Run the Ann Dvorak publicity story in this manual in which the star gives her opinion as to why men resent crooners. Ask "Is Ann Dvorak right or wrong?" offering passes for the best answers.

Radio Tie-up

The "Slide Stunt" in this section can be used as a very unusual tie-up with your radio station. Have a crooner broadcast the theme songs identified with the more popular radio singers, as one of the station's sustaining features. Have the station make the announcement that passes to your showing of "Crooner" will be awarded to the first 25 people writing the correct titles of the songs and the crooners associated with them, together with an essay on why they want to see

"Crooner" at your theatre. In further reciprocation for the stunt the station should give you time at intervals during the day for announcements of your showing.

Radio Editors

With "Crooner" based on the real life of a radio star everybody knows, you have an opportunity to get your local radio editors interested, as well as the movie editors. Use suggestions outlined in other portions of this section as inspiration for your radio editors. Contact them for special stories on crooners. Hold a special preview for them so their stories can break in the papers before your showings begin. Have him make a statement as to whether or not the picture does justice to crooners.

In addition, have your radio editors run a popularity contest from the angle of "Which Crooners Do You Like Best—Men Or Women — And Which Is Your Favorite?" Use coupon ballots in the paper, announcing latest results each day.

Front Stunt

Make a cut-out enlargement of Still No. C206 which shows David Manners singing through a megaphone. Place it in front of your house or on your marquee, attaching a public address system behind the head so the figure will appear to be singing. Play the records of "Three's A Crowd"

"Sweethearts Forever" and "Crooner" song hits. make announcement plugs in between numbers. This idea is suitable for either advance or current ballyhoo.

JIG SAW PUZZLE NOVELTY

Here is a novelty that you can be sure will be taken into the home, with a whole family working on it. Ingeniously designed in the form of a jig saw puzzle, it plugs the star, the picture and your theatre's showing. The object of the stunt is to arrange the letters "Crooner" to form the head of David Manners. It's interesting and will appeal equally to grown-ups and kids. The ways of distribution are unlimited. You can hand them out as giveaways, use them as special mailing pieces, conduct a contest for the neatest solution, etc. . . Size overall, 6¼ by 5¼ on good stock. Price, including theatre name and imprint on back, \$6.00 per M; \$5.50 per M over 3M; \$4.50 per M over 5M. Order direct from EXPLOITATION PRINTERS, 20 West 22nd Street, New York City.

FREE WINDOW DISPLAYS

Here is your chance to get window displays on "Crooner" free.

A national tie-up has been arranged with the Bee Dee Manufacturing Co. whereby they have designed and dedicated a sports dress to three Warner-First National players, among whom is the lovely Sheila Terry.

A large company, having tremendous national coverage, you are assured of free advertising aid no matter where your theatre is located. Merely notify this company of your play date, suggesting if you wish your favorite store and then watch the results. They will see that the store gives a window display to the dress as well as your showing of the picture. They will distribute a fashion sheet which will be of great interest to women, having helpful style hints, pictures of the Sheila Terry dress and a smart plug for the picture; and if you are running a contest on the picture, they will assist you. This stunt will not only be a great help to you but the store will appreciate the tie-up. Thus you get a neat piece of advertising as well as the good will of the store with whom you will probably make future contacts.

As soon as your "Crooner" playdate has been decided, notify Mr. Joseph Leibner of the Bee-Dee Manufacturing Co., Inc., at 241 West 36th Street, N. Y. C.

SNAPPY LOBBY SUGGESTIONS



“Crooner” is a “natural” for exploitation. Stunts and tie-up possibilities are unlimited. Don’t be afraid to go hard on this one for any effort you put behind it will be reflected in the box-office—

Megaphone Novelty

Tying directly in with the title, this megaphone will prove a great help to you in spreading the news around that you are playing “Crooner.” Printed on a very good stock with reinforced edges it will last for a good while. The title, cast, illustration, copy, and your theatre imprint and playdate have been worked into a very neat layout which will get more than a normal amount of attention. Printed in a very effective blue on white paper you are assured of an outstanding novelty. Price complete:

1,000	\$10.00
2,500	 9.75 per M
5,000	 9.50 per M
10,000	 9.00 per M

Order direct from
EDWARD I. PLOTTLE CO.
951 Drake St., New York City.

Crooner Contest

Best to discover the people in town best able to imitate the most famous radio crooners. Have a section for men and one for women. Let them choose their own imitations and hold the elimination contest on the stage a week in advance of your play date, the finals to be held opening night.

Whoop it up with plenty of newspaper publicity on the contest, the picture, crooners and radio. Make it an entirely amateur contest, with radio auditions for winners. If possible, get the radio station to run a program with the winners, using the selections that won for them. Promote prizes for the winners from local merchants.

Radio Tie-up

Tie-up with your local radio station for a series of daily announcements whereby the playdate of “Crooner” at your theatre is mentioned and the first 25 listeners writing in each day on “Why I Like Radio Crooners” will receive a David Manners’ “Crooner” megaphone (see megaphone novelty, this section).

Run the announcements in the morning and evening, if possible, in order to reach both men and women at the best possible times. A courtesy ticket arrangement with the station and a small announcement in your ads telling readers to listen in at the times set for the announcements will probably get you the cooperation of the station, in addition to the fact that the picture is based on the creation of an idol via radio.

Changed Lives

Run a newspaper contest asking the question “What slight thing has vitally affected your life?” awarding passes as prizes for the best answers. Explain in the introductory and day-by-day copy that it was an accident that catapulted the radio star in “Crooner,” a story based on the life of a real life radio star, to the immense popularity which he won and lost. Key the announcement in such a way that you will get answers showing how lives and careers were affected by seemingly slight or unimportant happenings.

Glee Clubs

Get the cooperation of local school or college glee clubs or singing groups. Have them on the stage of your theatre for the showing of “Crooner” and stress the idea of “mass crooning,” furnishing the singers with megaphones. Have a different singing group each night and make some arrangement with the organizations to which they belong whereby the organizations will sell special tickets, keeping the amount over your admission price and turning it to their own or charitable uses.

Slide Novelty

Have your organist secure choruses of popular songs which have become identified with the crooning singers on the air. Among the songs and their singers are: “Deep Night” — Rudy Vallee; “Where The Blue Of The Night” — Bing Crosby; “Carolina Moon” — Mort Downey; “You Call It Madness” — Russ Columbo; “When The Moon Comes Over The Mountain” — Kate Smith. Have the audience sing the numbers and the organist tell them about them and the singers, writing his own gag slides for each crooner.

Song-Fest

Here’s a sure-fire and inexpensive method of getting advance notice for “Crooner,” that will also liven up your show. Distribute to all patrons, through your ticket-taker or an usher stationed at the entrance, the card-board megaphone illustrated in this section. Get slides on the most popular of the current songs and have your organist arrange a presentation for audience singing.

Among the songs, be sure to use “Three’s A Crowd” and “Sweethearts Forever,” the hits from “Crooner.” Announce, either on the slide or through the organist, that they are from “Crooner” which is coming to your theatre, mentioning the cast and playdate. Tie-up with your music dealer if possible, having him pay the expense of this stunt in exchange for a slide or lobby card mentioning that the songs used are available at his store on records and in sheet music.

This paper mache figure effectively done in relief has been prepared on this picture. Its actual size is $\frac{1}{4}$ larger than life. It comes in three styles: Head \$10.00. Head with arm raised permanently with megaphone \$15.00. Head with arm and megaphone—with mechanics for animation exclusive of phonograph and records \$25.00. In this model the arm raises to the lips and sets the phonograph record off at point of contact.

Order direct from
NOELL-BERMAN
18 WEST 8th STREET NEW YORK CITY
Orders must be in at least one week before shipping date.

Displays

Work a lot of girl stuff into your display. Main enlargements and cut-outs should show love scenes between David Manners and Ann Dvorak. Still No. C213 is particularly suitable. It shows them kissing in front of a microphone. There are many night club shots included in your branch stills which are unusually suitable for displays.

Hang megaphones around your lobby for decorative atmosphere. Megaphones suspended under your marquee with one letter of the title of the picture on each will get street attention. Or — have the title formed by small megaphones tied together to form the letters and suspended from the marquee.

Use brightly colored mega-

phones. The megaphone letters can be used above the marquee also. Have your artist paint the title in megaphone letters in the frames. Large megaphones attached to the public address system and placed above the box-office create a strong effect. Make certain your door man has a megaphone with the title in bold letters, to advance of the showing and during the run.

A smash display above the marquee would be an enormous megaphone constructed of card-board with the title of the picture and cast credits painted on it in bright colors. At night throw colored lights on it. In addition, for the front of your theatre, string the small megaphones from the top of the building to each corner of the marquee.

Crooner Contest

Hold a contest similar to the suggestion for imitations of crooners, with the exception that it be one to find the best crooner in town, rather than to find the best imitation. Follow through in the same way otherwise — as to newspaper, screen, radio announcements and publicity and prizes promoted from merchants for the winners. Also, try to secure a radio audition for the winners and put them on the air in a special sustaining program.

Reporter Stunt

Send out an inquiring reporter to ask men and women what they think of crooners, running the answers of the men one day and the women the next. Among the questions the newspaper could use are: “Why do women like crooners?” “Do men like crooners?” “Are crooners singers?” “Do you like crooners and why?” Use similarly controversial questions, explaining that your showing of “Crooner” is the inspiration for the questions and that each person answering the daily question will receive a pair of passes for your theatre. Run photos of the people answering the questions.

Voice Test

Here’s a peach of a stunt that people will go for in droves owing to the great curiosity people have about how their voices would record in either the movies or over the radio. It is a novel idea used by the Isis Theatre in Lynchburg, and can be worked by you without any cost. Co-operate with your radio store in putting on a VOICE TEST. Place a microphone on one side of your lobby, connected by wires running inconspicuously to a radio on the other side of the lobby. Invite patrons to either speak or sing through the microphone and hear for themselves (and the spectators) how they sound on the radio, offering a promoted radio as a prize for the person with the best “mike voice.”

A variation of the above would be to secure the cooperation of a radio station in holding auditions on the stage of the theatre. Judges in either case should be prominent voice teachers and radio men. If a popular favorite is in town, have him act as one of the judges. With a radio station co-operating, you will be able to get daily announcements over the air on playdate, stars and picture.

Music Tie-Ups

One of your best exploitation outlets on "Crooner" is based on the music used in the picture. Two songs — "Three's A Crowd" and "Sweethearts Forever" — are definite hits. An intensive campaign is behind them on both radio and stage. Radio stations have already received copies and orchestrations of the numbers. Music dealers have the songs, and advertising material is available to you from the publisher, M. Witmark & Sons, 1657 Broadway, N. Y. C. Records have been made. Everything is ready for an exploitation campaign on the picture.

Here are the steps to follow:

1. Notify the dealers in records and music when you are playing the picture. Secure sufficient posters (see description in this section) for the dealers and write a letter to the publisher telling them how many stores you are tying up with. The publisher will fill your poster order and send each of the stores sufficient title-pages and streamers for its needs. Have the windows and stores devoted entirely to "Crooner" song and picture decorations a week in advance of your playdate and during the run of the picture.
2. Contact the radio stations a week in advance, reminding them about the song and your playdate and asking that an announcement about the picture playing your theatre be made every time the songs are played or sung.
3. Use the music posters for phonograph and radio stores, as well as music and record stores.
4. Contact local hotel and dance bands to play the "Crooner" song hits, crediting your playdate and theatre each time the songs are played.
5. Have your theatre organist or musicians play the numbers in advance of your showing, telling where they come from and using the slides, available from the publisher, to familiarize the audiences with the tunes.

Tieup With Your Local Haberdasher on the David Manners "CROONER SHIRT"



11 x 14 ENLARGEMENT FOR WINDOW AND LOBBY DISPLAY



This window display can be yours. Note position of enlargements and stills from the picture.

The Lion Brand Shirt Company, Inc., has designed a special shirt known as the David Manners "CROONER" shirt. Thousands of dealers all over the country will receive accessories for window displays featuring this shirt in conjunction with the picture.

Get in touch with your local haberdasher NOW and arrange for a full window display of this shirt with your showing of "Crooner."

For further details of this tie-up write to
MODERN MERCHANDISING BUREAU
 36 WEST 44th STREET NEW YORK, N. Y.

MUSIC WINDOW POSTER



This poster is in three colors on 8-ply cardboard. It has space for imprint of playdate and theatre name. Created especially to tie-up with music stores, radio and phonograph stores, etc., as explained in the "Music Tie-Ups" description. In flashy colors. Size — 14 x 22 inches. Price — 35c each, postage prepaid.

Order direct from

M. WITMARK & SONS
 1657 BROADWAY NEW YORK CITY

Not available at your exchange.

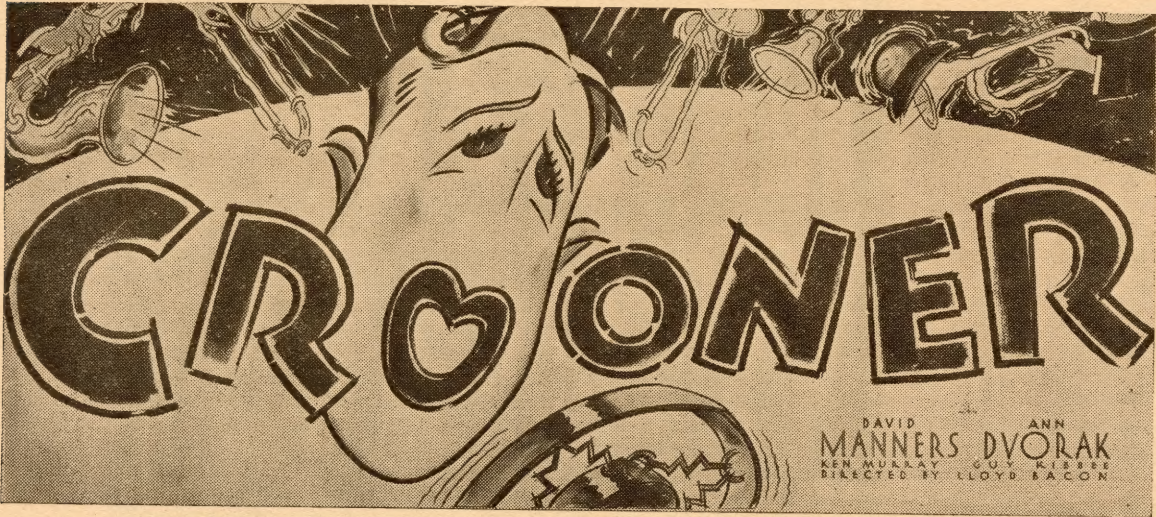
Cooperative Ad

Contact all dealers selling merchandise of a musical nature, for space in a cooperative ad on "Crooner." Your possibilities are instrument stores, phonograph and radio stores, sheet music and record shops, piano dealers, music teachers of all kinds, radio coaches, etc. Your main idea on the cooperative is to bring out the fact that such-and-such crooners use such-and-such instruments, sing these songs, learned how to sing by a certain teaching method, sound better over such-and-such a radio, etc. See that your newspaper's solicitor gives you plenty of space in return for the inspiration for the cooperative ad:—

Key the advertisers' copy like this and get mention of playdate and picture in each ad.

LEARN RADIO TECHNIQUE FROM "CROONER" and SCHMALTZ STUDIOS VOICE CULTURE MAIN ST. & COBB AVE.	YOUR THEATRE AD
SHEET MUSIC AND RECORDS OF "CROONER" SONG HITS ON SALE AT BLANK MUSIC SHOPPE Main St. & 1st Avenue	YOUR FAVORITE "CROONER" USES A WEINSTAY PIANO PRICE PIANO CO. PRICE BUILDING
PLAY A SAXAPHONE AND MAKE A MILLION SEE "CROONER" AND HOW A SAXAPHONE PLAYER BECAME A STAR STEINWAY SAX AND MUSICAL INSTRUMENTS at MILLER'S MUSIC SUPPLY	HEAR YOUR FAVORITE "CROONER" BETTER WITH A STRONGBOY RADIO THEN SEE HIM AT THE STRAND STRONGBOY-BENSON RADIO COMPANY 1234 Temple Avenue

OUTSTANDING ACCESSORIES

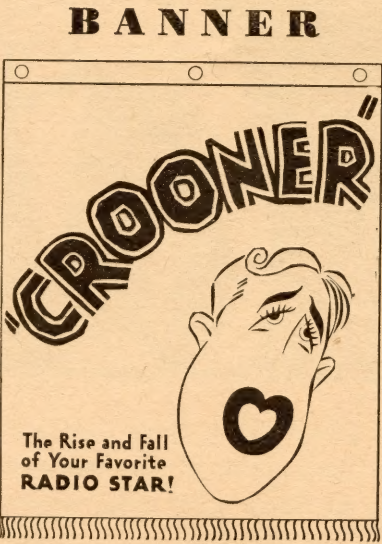


24 SHEET

Background white; title lettered in orange with yellow and black outline. Small lettering light blue. Musical decorations purple. Head in full colors. A swell poster.



SIX SHEET



Excellent for marquee and lobby hanging. Size 20 by 30 inches and printed on strong, durable canvas. Comes with eyelets. Brilliant colors.

PRICE 45c EACH

Do Not Order Banners or Drapes from Exchange!

Available Only from
MORRIS LIBERMAN
729 Broadway New York, N. Y.

Send Cash with Order or C.O.D.



WINDOW CARD

HERALDS ARE
VALUABLE
SEAT SELLERS.
THE HERALD
ON "CROONER"
IS AVAILABLE
AT YOUR
EXCHANGE.



ONE SHEET



INSERT CARD



SLIDE

Order Blank
ACCESSORIES
"CROONER"

Send to
Manager _____
Theatre _____
City _____

	POSTERS	AMOUNT
1-sheets @ 15c each (1 to 50)		
@ 13c each (51 to 100)		
@ 11c each (Over 100)		
3-sheets @ 40c each (1 to 25)		
@ 36c each (Over 25)		
6-sheets @ 75c each (1 to 10)		
@ 70c each (11 to 20)		
@ 65c each (Over 20)		
24-sheets @ \$2.00 each (Up to 25)		
@ 1.75 each (Over 25)		
	WINDOW CARDS	
@ 7c each (1 to 50)		
@ 6c each (51 to 100)		
@ 5½c each (Over 100)		
	INSERT CARDS	
@ 25c each (1 to 25)		
@ 22c each (26 to 50)		
@ 20c each (51 to 100)		
@ 18c each (Over 100)		
	HERALDS	
M @ \$3.00 per M (1M to 5M)		
M @ 2.75 per M (Over 5M)		
	PHOTOS	
Set 11 x 14s @ 75c per set (8 in set — colored)		
Set 22 x 28s @ 80c per set (2 in set — colored)		
Slides @ 15c each		
Stills @ 10c each		
Merchandising plans		(Gratis)
Music cues		(Gratis)
	TOTAL	

MAIL IMMEDIATELY TO YOUR LOCAL FIRST NATIONAL EXCHANGE

COLORTONE
PRESENTATION



Make your showing as colorful as the picture with this decorative opening slide.

4x5—Colored positive only \$2.00
—Set (positive and negative) 3.00
3¼x4—Colored positive only 1.50
—Set (positive and negative) 2.25

Order by Number N-297

NATIONAL STUDIOS, Inc.
226 W. 56th St., New York, N. Y.

Be sure to specify size and send remittance with order to avoid parcel post and C.O.D. charges.

PRINTED IN U. S. A.



THREE SHEET

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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HISTORY**

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www.mediahistoryproject.org